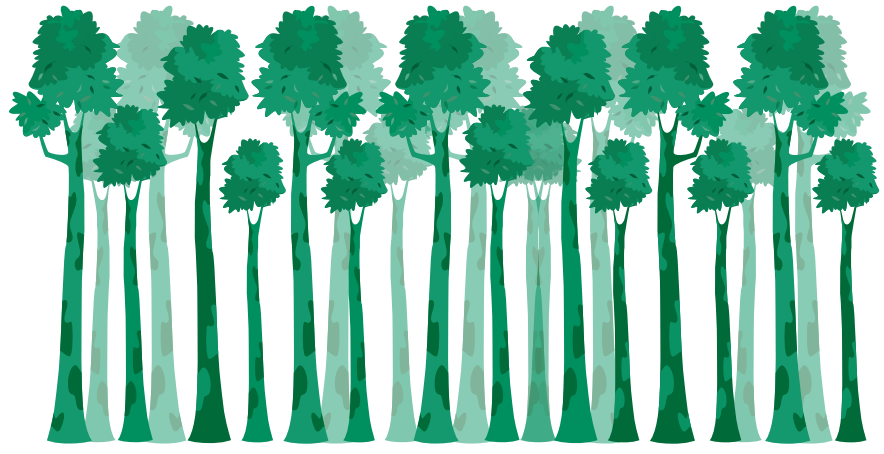


PAPER IS TANGIBLE AND VERSATILE. IT STIMULATES OUR SENSES AND PRESERVES OUR MEMORIES. IT PACKAGES AND PROTECTS. PAPER IS RENEWABLE. PAPER IS RECYCLABLE. PAPER IS REMARKABLE.



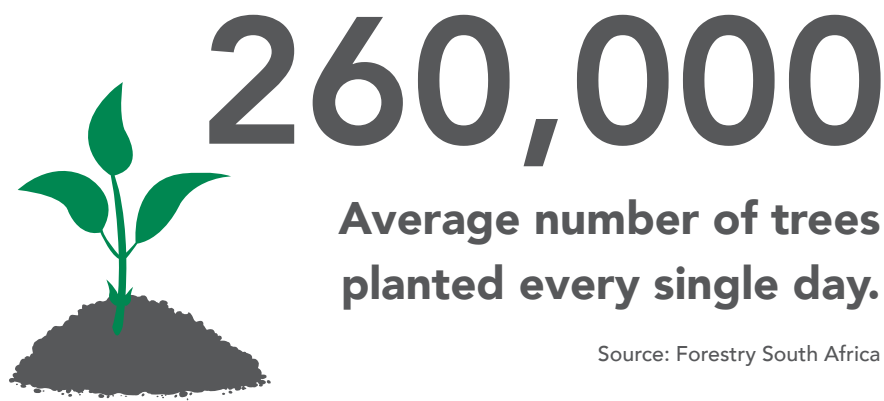
**600 million**

trees across 762,000 hectares are grown for pulp and paper making. Trees are planted, grown and harvested in cycles - like any agricultural crop.

This means that you are not 'killing' trees by printing on paper.



Source: Forestry South Africa



**260,000**

Average number of trees planted every single day.

Source: Forestry South Africa



**9%** Total plantation area harvested annually.

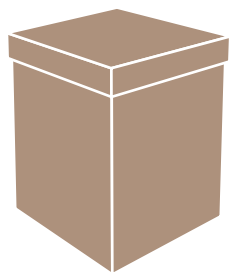
This is replanted within the same year.

Source: Forestry South Africa



**1 TONNE** of recovered paper saves 3 cubic metres of landfill space

From the grocery cupboard to the medicine cabinet, and from your favourite online shop to your front door, paper packaging is an important part of daily life.



**38,** 

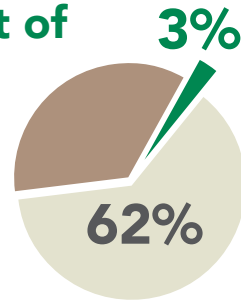
Estimated number of jobs created through paper recovery and recycling.

Statistics SA, 2013

The annual water requirement of SA plantation forestry is 3%.

Agricultural crops require 60%.

Source: Strategic Overview of the Water Sector in South Africa 2010, Dept of Water Affairs



The paper industry invests heavily in research and technology to drive water efficiency and recycling and reduce the water footprint of paper production.



**150,000**

people employed because we grow trees, make paper products and recycle them.

Roads are developed in rural areas, and clinics, hospitals, schools and local communities are sustained.

Source: Forestry South Africa



**RECYCLING** keeps carbon locked up in paper for longer.



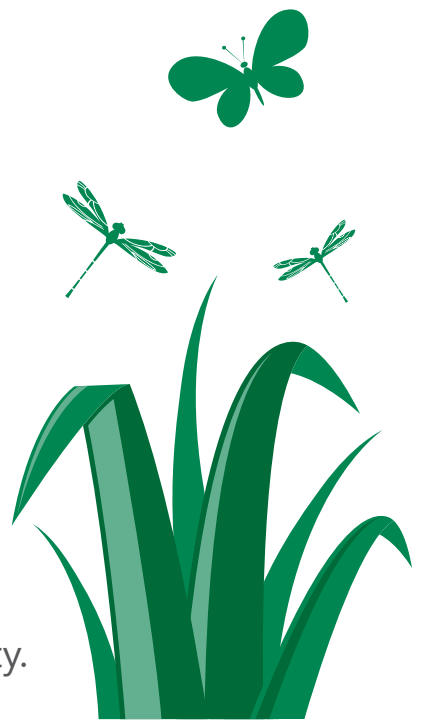
Recycled fibres degrade after several uses which is why virgin fibre from new trees will always be required in the paper cycle.

THE SOUTH AFRICAN PULP AND PAPER INDUSTRY SUPPORTS SUSTAINABLE TREE FARMING FOR THE SUPPLY OF WOOD FOR PAPER PRODUCTS.

All paper in South Africa is produced from plantation grown trees, recycled paper or bagasse (sugar cane fibre).

**80%**

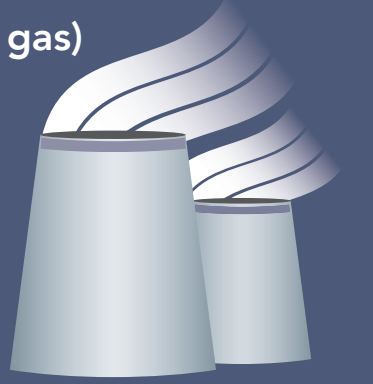
Portion of the land reserved for plantation forestry certified to the standards of the Forest Stewardship Council. Approximately 25% of this land is not planted to trees but conserved for biodiversity.



Source: FSC® South Africa

**1,3 MILLION TONNES**

Fossil fuels (coal, oil and gas) and associated carbon emissions avoided annually through the use of renewable biomass-based energy.



By recycling your paper, you put renewable, valuable fibre back into the system and you create jobs and sustain families. You also help to reduce GHG emissions because paper that goes to landfill just rots with your leftover pizza and chicken bones, emitting CO<sub>2</sub> and methane.

**20** million tonnes of carbon dioxide and greenhouse gases absorbed by SA's commercial timber plantations annually\*

**15** million tonnes of oxygen released per year



\*Based on an average absorption rate of 27 tonnes of carbon dioxide per hectare per year, using the Forest Industries Carbon Assessment Tool (FICAT). PAMSA is currently exploring the use of a local factor to attain a more exact figure.



**6-7** The number of times that paper fibres can be recycled before they become too short to make paper.

**PAPER**

MANUFACTURERS ASSOCIATION OF SOUTH AFRICA (PAMSA)

Turning the pages of a paper book is like leaving one footprint after another on the trail -- there's a rhythm to it and a visible record of how far one has travelled. *The Reading Brain in the Digital Age: The Science of Paper versus Screens, Scientific American.*



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